

FIG. 1

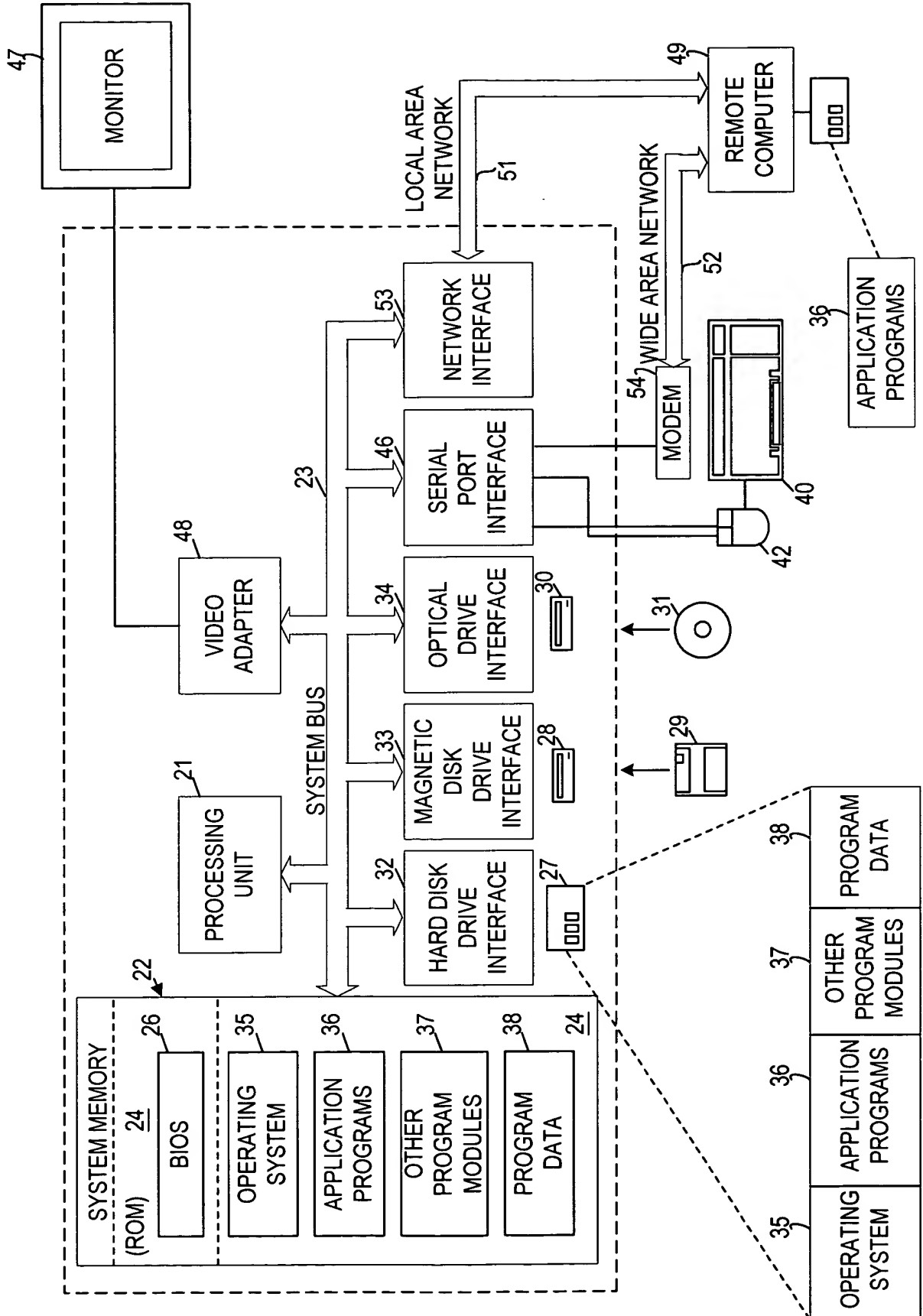
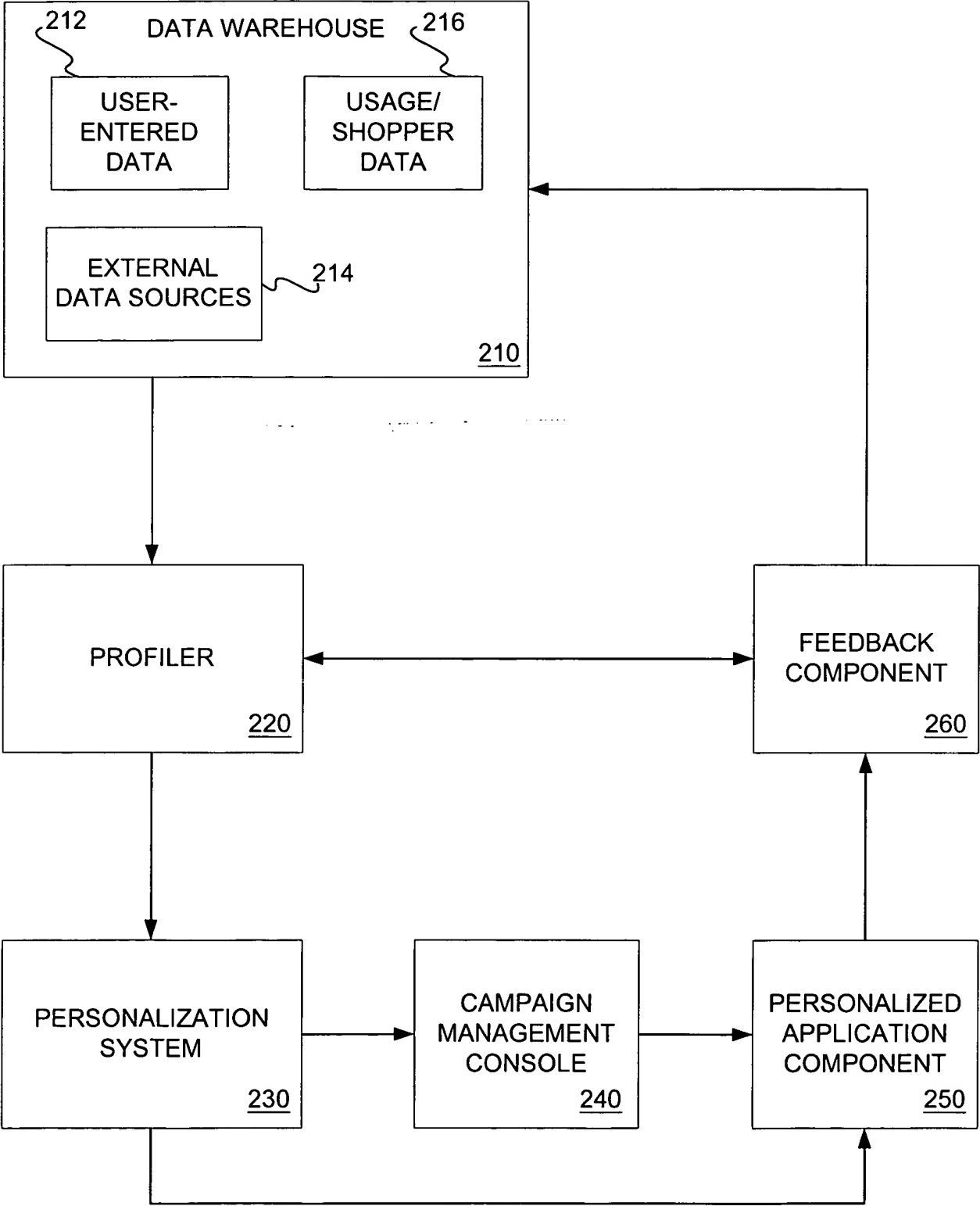
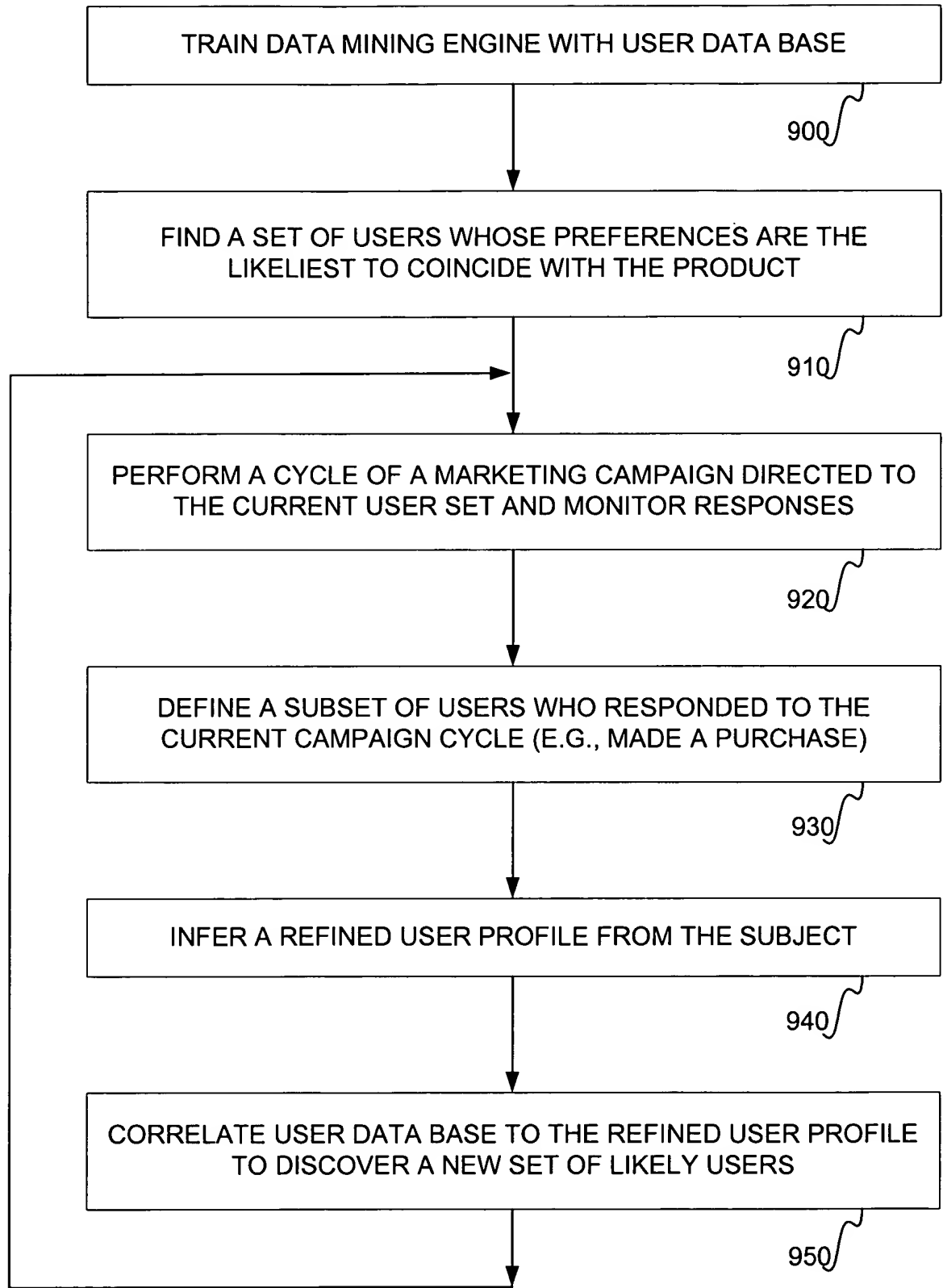


FIG 2

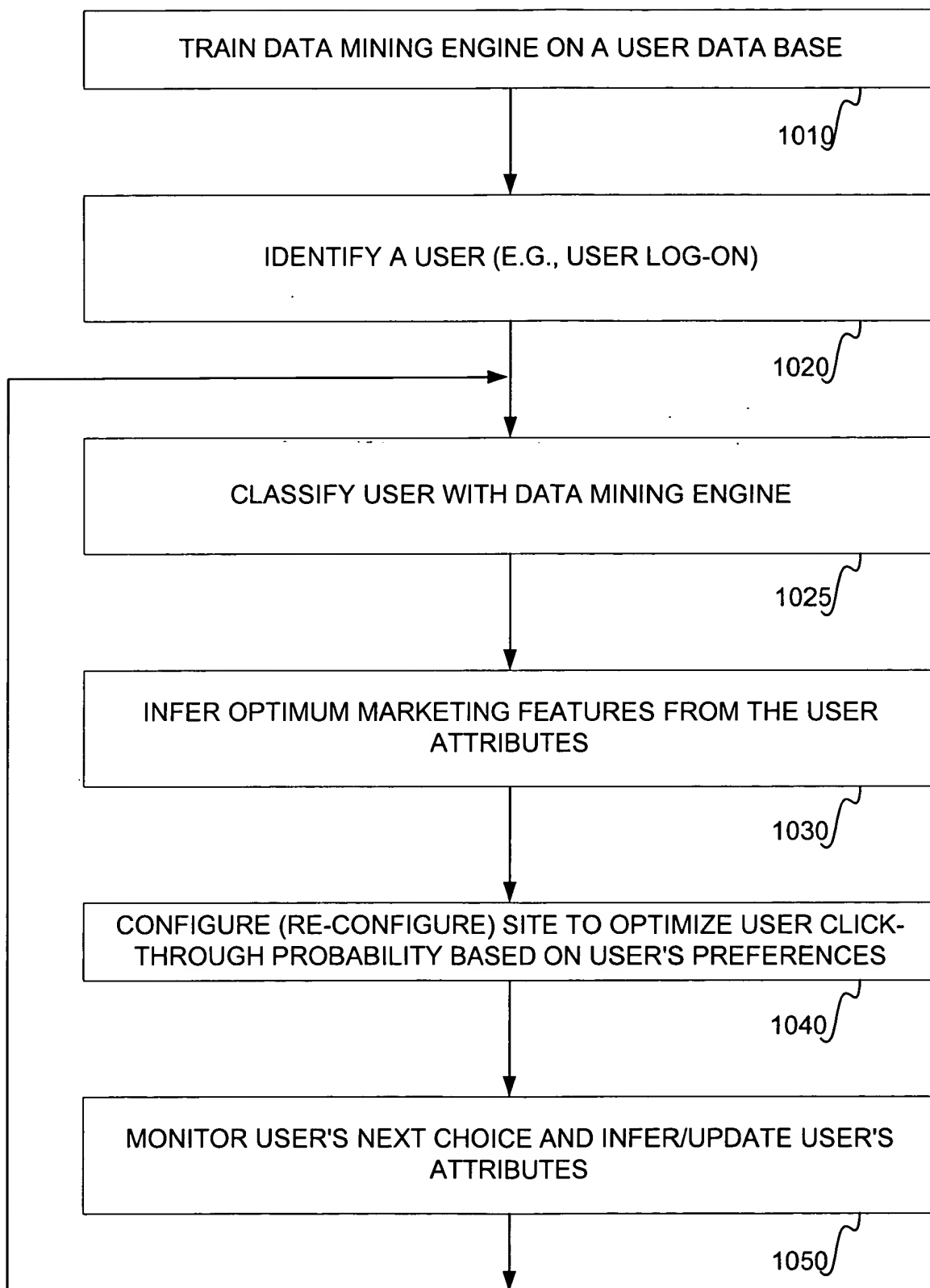


66260 6640460

FIG 3



552360-6E4T0460

**FIG 4**

56360\*6E4T0460

**FIG 5**

CLUSTER	ADVERTISEMENT FEATURE	CLICK-THROUGH PERCENTAGE

**FIG 6**

CLUSTER	PRODUCT	CLICK-THROUGH PERCENTAGE

**FIG 7**

CLUSTER	SHOPPING EXPERIENCE FEATURES	CLICK-THROUGH PERCENTAGE

662250-16E4F0460

FIG 8

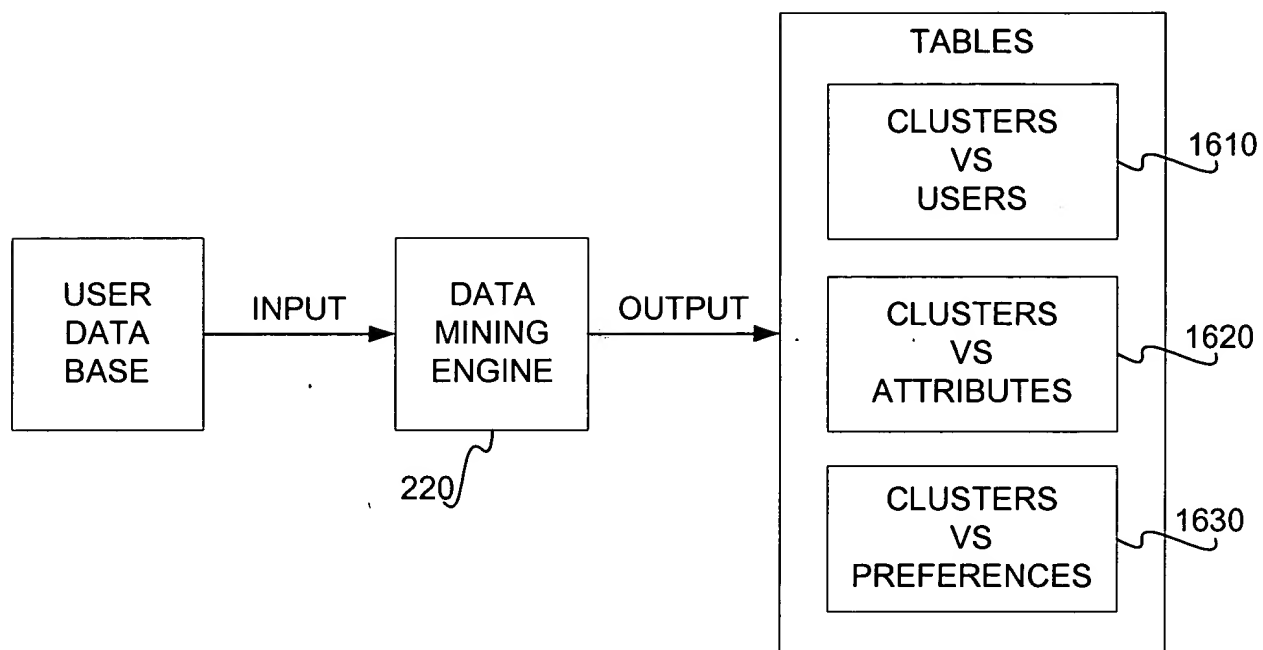
CLUSTER	CATALOG FEATURES	CLICK-THROUGH PERCENTAGE

FIG 9

CLUSTER	STORE FRONT FEATURES	CLICK-THROUGH PERCENTAGE

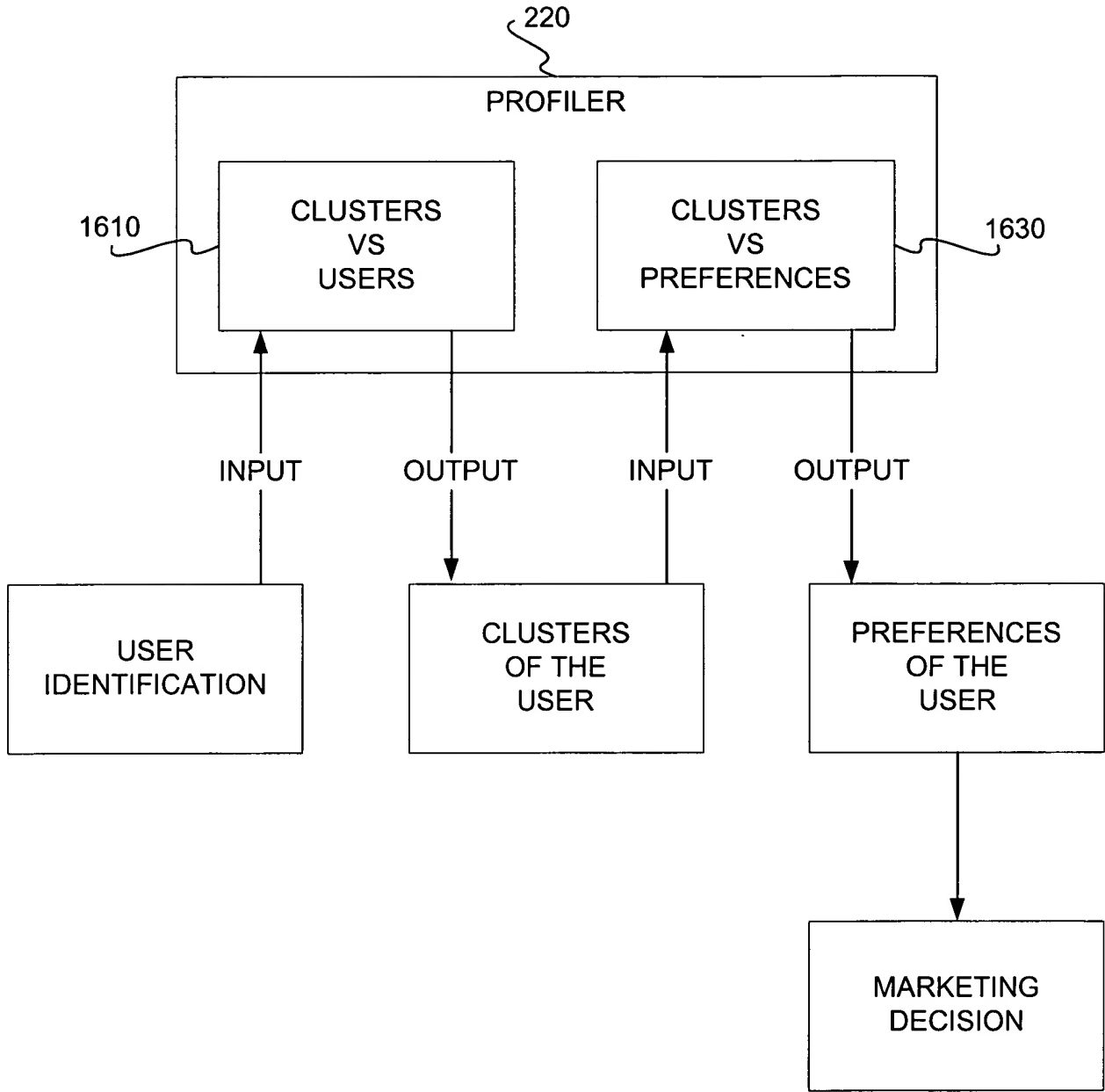
65230-6470450

FIG 10



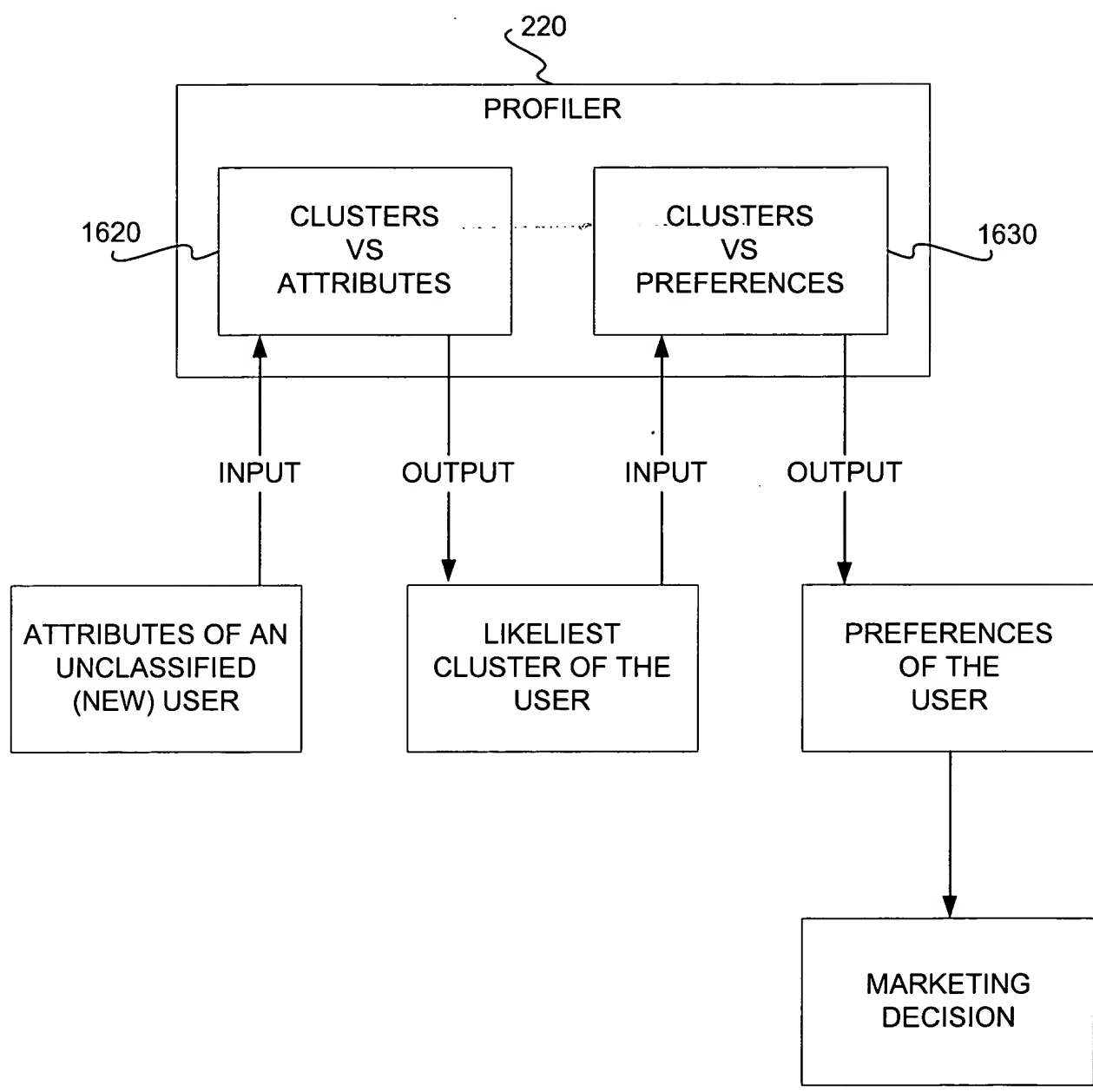
652360" 6E4T.D46D

FIG 11



652360-6E4T0450

FIG 12



552250-6470460

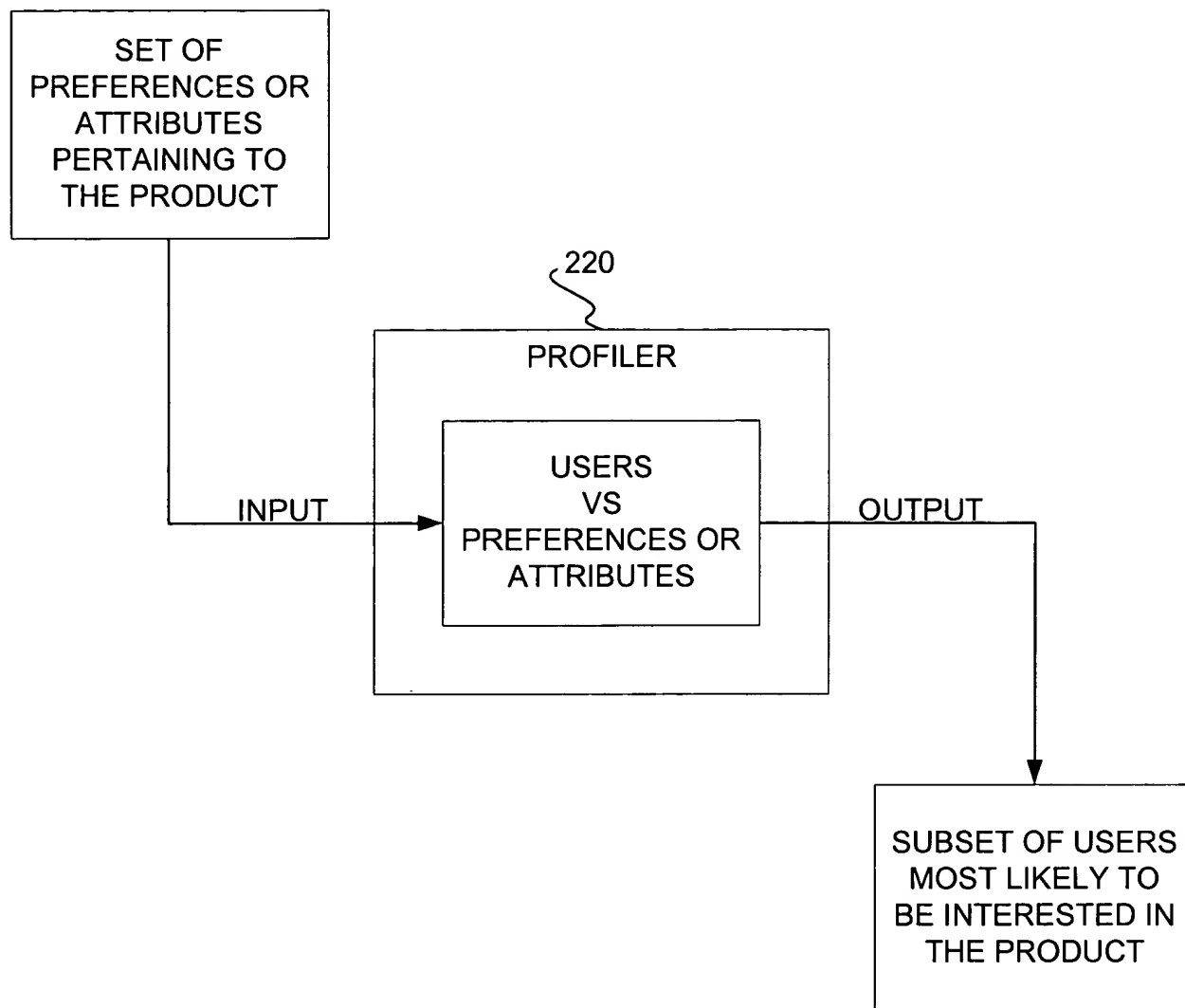
APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

FIG 13

USER 'X'	
CLUSTER	PROBABILITY
5	65%
7	46%
3	40%
9	38%

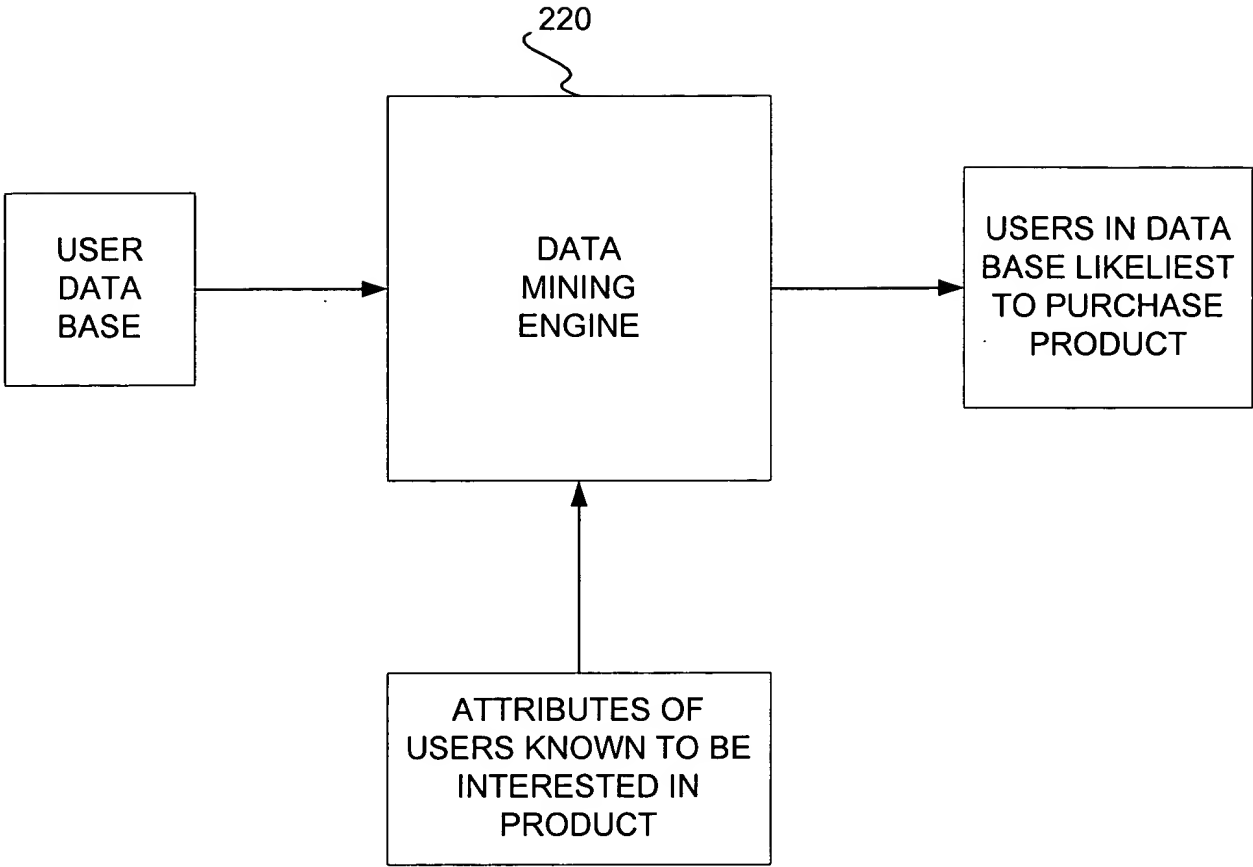
662260-6E4T0460

FIG 14



552260, 0929

FIG 15



662250-6E4T0460